

Applicant: Phillip Y. Goldman, et al.

Serial No.: 09/264,432

Att'y Docket No. 14531.46

Filing Date: March 8, 1999

Group: 2711

For: SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN
INFORMATION RETRIEVAL SYSTEM DISPLAYINFORMATION DISCLOSURE CITATIONS MADE BY APPLICANT

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U.S. Patent Documents

Examiner Initial*	Patent Number	Issue Date	Name	Class	Sub Class	Filing Date
<u>SEB</u> A1	3,919,479	11/11/75	Moon et al.	179	1 SB	04/08/74
<u>SEB</u> A2	4,677,466	06/30/87	Lert, Jr. et al.	358	84	07/29/85
<u>SEB</u> A3	4,788,682	11/29/88	Vij et al.	370	110.1	09/23/86
<u>SEB</u> A4	5,105,184	04/14/92	Pirani et al.	340	721	11/09/89
<u>SEB</u> A5	5,136,636	08/04/92	Wegrzynowicz	379	207	02/07/91
<u>SEB</u> A6	5,172,413	12/15/92	Bradley et al.	380	20	12/20/90
<u>SEB</u> A7	5,233,423	08/03/93	Jernigan et al.	358	181	11/26/90
<u>SEB</u> A8	5,382,970	01/17/95	Kiefl	348	1	07/19/91
<u>SEB</u> A9	5,410,326	04/25/95	Goldstein	348	134	12/04/92
<u>SEB</u> A10	5,412,416	05/02/95	Nemirofsky	348	10	08/07/92
<u>SEB</u> A11	5,488,423	01/30/96	Walkingshaw et al.	348	460	11/17/94
<u>SEB</u> A12	5,524,195	06/04/96	Clanton, III et al.	395	155	03/04/94
<u>SEB</u> A13	5,532,735	07/02/96	Blahut et al.	348	13	04/29/94
<u>SEB</u> A14	5,559,549	09/24/96	Hendricks et al.	348	6	12/02/93
<u>SEB</u> A15	5,566,353	10/15/96	Cho et al.	455	2	09/06/94

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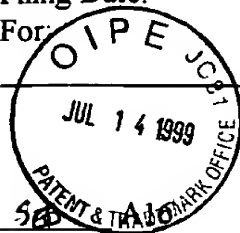
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<u>SEB</u>	A16	5,600,364	02/04/97	Hendricks et al.	348	1	12/02/93
<u>SEB</u>	A17	5,600,366	02/04/97	Schulman	348	9	03/22/95
<u>SEB</u>	A18	5,636,346	06/03/97	Saxe	395	201	05/09/94
<u>SEB</u>	A19	5,659,653	08/19/97	Diehl et al.	386	46	06/03/94
<u>SEB</u>	A20	RE 35,651	11/04/97	Bradley et al.	380	20	12/15/94

Foreign Patent Documents

Examiner Initial*	Document Number	Publ. Date	Country or Patent Office	Sub Class	Class	Translation
<u>SEB</u>	A21	96/30864	WO	--	6	Yes
<u>SEB</u>	A22	6,314,184	JP	--	14	Yes -- Abstract

Other Documents

(including author (if listed), title, relevant pages, date of publication including at least month and year).

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SEB A23 "Cyber View: On-Line Advertising Goes One-on-One," Scientific American, December 1997.

References Cited by Applicants

While the filing of Information Disclosure Statements is voluntary, the procedure is governed by the guidelines of Section 609 of the Manual of Patent Examining Procedure and 37 C.F.R. §§ 1.97 and 1.98. To be considered a proper Information Disclosure Statement, Form PTO-1449 shall be accompanied by a copy of each listed patent or publication or other item of information and a translation of the pertinent portions of foreign documents (if an existing translation is readily available to the applicant), an explanation of relevance of each reference not in the

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Form PTO-1449

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Applicant: Phillip Y. Goldman, et al.

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English language, and should be submitted in a timely manner as set out in MPEP Sec. 609.

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Examiners will consider all citations submitted in conformance with 37 C.F.R. § 1.98 and MPEP Sec. 609 and place their initials adjacent the citations in the spaces provided on this form. Examiners will also initial citations not in conformance with the guidelines which may have been considered. A reference may be considered by the Examiner for any reason whether or not the citation is in full conformance with the guidelines. A line will be drawn through a citation if it is not in conformance with the guidelines AND has not been considered. A copy of the submitted form, as reviewed by the Examiner, will be returned to the applicant with the next communication. The original of the form will be entered into the application file.

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The reference designations "A1", "A2", etc. (referring to Applicant's reference 1, Applicant's reference 2, etc. will be used by the Examiner in the same manner as Examiner's reference designations "A", "B", "C", etc. on Office Action Form PTO-1142.

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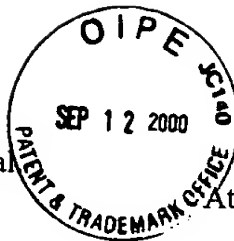
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SUPPLEMENTAL INFORMATION DISCLOSURE CITATIONS MADE BY APPLICANT

U.S. Patent Documents

<u>Examiner Initial*</u>	<u>Patent Number</u>	<u>Issue Date</u>	<u>Name</u>	<u>Class</u>	<u>Sub Class</u>	<u>Filing Date</u>	
<u>SEP</u>	A1	5,918,014	06/29/99	Robinson	395	200.49	12/26/96
<u>SEP</u>	A2	5,933,811	08/03/99	Angles et al.	705	14	08/20/96
<u>SEP</u>	A3	5,948,061	09/07/99	Merriman et al.	709	219	10/29/96
<u>SEP</u>	A4	5,991,735	11/23/99	Gerace	705	10	08/11/98
<u>SEP</u>	A5	6,006,257	12/21/99	Slezak	709	219	09/27/96
<u>SEP</u>	A6	6,009,410	12/28/99	LeMole et al.	705	14	10/16/97

References Cited by Applicants

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h. H. B. L.

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